RELI▲NCE

CALL US ON
1800-40-YOURBRAND

A TOLL-FREE NUMBER SERVICE SPECIALLY DESIGNED FOR THE DIGITAL AGE

Your toll-free number is not just a phone number. It is an inseparable part of your brand, especially if your customers and would-be customers use this number to connect with you. It enables what is still the most effective communication known to humans—Conversations. Which is why it deserves to be treated like the most important communication channel.

Reliance has been offering toll-free services to businesses in India as well as international locations for many years, helping many marquee brands build an excellent people connect. We now offer India's first SIP Toll-Free Service riding on the latest digital technology, adding more possibilities to your toll-free number(s).

Your toll-free service provider does not just make a number available to you, it is also responsible for the service that enables efficient use of that number. Whether you are a consumer brand using it for a customer contact center, a people-friendly company using it for an employee helpdesk, or an SME with limited manpower using it for answering sales enquiries, your toll-free service should offer enough flexibility and features so that you can design your inbound processes for a great caller experience.

The Digital Age is all about new possibilities and doing more with less.

Reliance SIP Toll-Free Service—working on the Session Initiation Protocol (SIP)—puts a bouquet of advanced features at your disposal. As your business grows, this service keeps pace with your dynamic needs without you having to change numbers.
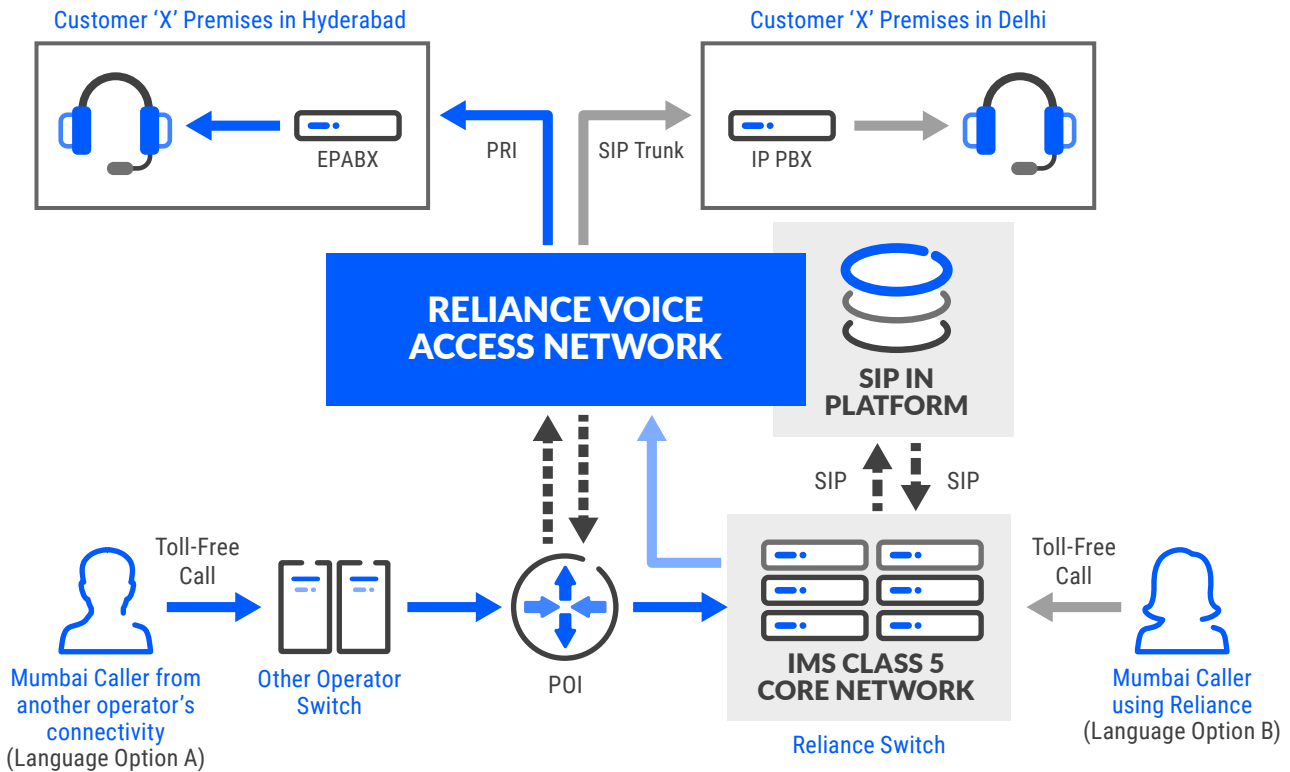
THE SIP ADVANTAGE

Since this service uses SIP, it offers many unique advantages. For instance, multiple toll-free numbers can be mapped to a single SIP Trunk number and the toll-free number that the caller has dialled can be automatically determined from the SIP Header UUI message. You can choose a queue volume without making any extra investments, thus making sure that every incoming call is answered, even when resources are limited. The rich feature set lends itself remarkably well to diverse applications. See 'Key Features' for a detailed list of features.

Numbers are available in the 1800 series (free for callers) as well as 1860 series (local charges for callers) in india.

RELIANCE

HOW IT WORKS

Powered by the Reliance Intelligent Network (IN) platform, the state-of-the-art IP Multimedia Subsystem (IMS) and SIP as the communication protocol, Reliance SIP Toll-Free Service combines the best of technologies to offer the flexibility of building your inbound system according to your unique needs and resources.

Customer 'X' Premises in Hyderabad

Customer 'X' Premises in Delhi

EPABX

IP PBX

PRI

SIP Trunk

RELIANCE VOICE ACCESS NETWORK

SIP IN PLATFORM

SIP | SIP

Toll-Free Call

Toll-Free Call

Mumbai Caller from another operator's connectivity
(Language Option A)

Other Operator Switch

POI

IMS CLASS 5 CORE NETWORK

Reliance Switch

Mumbai Caller using Reliance
(Language Option B)

Calls can be intelligently routed based on call parameters as well as available resources.

KEY FEATURES

—— **Intelligent Routing:** Routing options based on parameters like origin, time, load-sharing; PIN authentication for enhanced call management

—— **Resource Optimization:** Failover routing for redundancy, Sequential or Simultaneous Ringing, Network Queuing without needing extra channels

—— **Network IVR:** Prompt & Collect Routing, Welcome Announcement, Event-triggered Announcements

—— **SIP Advantage:** Additional information in SIP headers for effective CTI implementation, Short Calls instead of Unanswered Calls for better reliability

—— **Real-time Configuration:** Full-fledged self-care portal to manage functions online (e.g., real-time routing, changing the default routing numbers, etc.) and for MIS (e.g., CDRs, missed calls, etc.)

PREMIUM FEATURE

—— **Proactive Monitoring:** Automated real-time monitoring of toll-free number uptime, automatic raising of trouble ticket in case of outage

KEY BENEFITS

—— Single number identity for your brand that helps in simplifying communication (advertisements, websites, Marketing collateral, etc.) and makes it easy for people to reach your business

—— Extends your brand identity to the telephone number which can be chosen to include your brand name (e.g., 1800-40-YOURBRAND)

—— Unmatched flexibility in choosing toll-free numbers to reflect your brand (8-13 digits, largest inventory of toll-free numbers spread across 16 operator codes)

—— Easy management and configuration

—— Can also be used for enabling convenient access to company helpdesks (e.g., Travel, IT, etc.) by employees

To get your toll-free number that helps you do more with your inbound processes, call us on our toll-free number or send us an email.

📞 1800 200 1100   ✉ MakesItEasy@relianceada.com   🌐 rcom.co.in   🐦 @RelianceBizBuzz